

Fortune 100 Airline x Narratize™

How a Fortune 100 airline reimagined digital portfolio growth and policy management with Narratize Knowledge Hubs.

Background

A global airline, serving millions of passengers annually, operates one of the most sophisticated customer experience portfolios, spanning mobile apps, in-flight and ground experiences, a large-scale loyalty program, and multi-channel service operations. To maintain this ecosystem, the airline must constantly refine consumer journeys, evolve policies, and launch offerings that differentiate the brand in a crowded market.

The airline needed a secure, AI-native Knowledge Hub that could centralize policy and platform knowledge, accelerate documentation, and deliver role-specific narratives for teams inventing the next best customer experience.

Challenge

- **Fragmented Product & Policy Knowledge:** Digital portfolio materials were scattered, leaving teams disconnected.
- **Slow, Manual Documentation Workflows:** Updating documents required extensive copy-paste work and manual stakeholder, operational, and legal review cycles—stretching weeks for each update.
- **Scaling AI Securely:** The airline wanted to leverage AI for knowledge management, but needed strict guardrails around data security, IP, and compliance.

Solution

The airline selected **Narratize as an AI-native partner** to activate a Knowledge Hub that:

- Centralizes the management of 40,000+ policies and digital platform knowledge.
- Enables generative AI assistance for drafting and refining documentation for various stakeholders.
- Fits within the airline's governance and review workflows.
- Publishes seamlessly into the airline's existing channels, through multi-platform integration capabilities.

Narratize offered ongoing governance support, role-specific training, and continuous optimization of AI workflows to drive adoption of Narratize Knowledge Hubs.

Impact

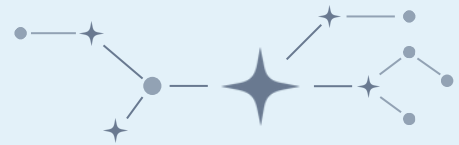
Within the first phase of the partnership, the airline realized tangible benefits across workflow speed, documentation quality, and alignment across teams. By partnering with Narratize, this Fortune 100 airline transformed policy and product knowledge from a static, fragmented liability into a dynamic, AI-powered engine.

The Result: Faster innovation cycles, more consistent frontline decisions, and a scalable, secure foundation for applying generative AI across the enterprise—without ever losing human judgment, governance, or control.

Outcomes

Narratize is viewed as a deeply valued innovation partner, pioneering AI deployment for the airline's teams while providing strong change management, rollout guidance, and seamless technical collaboration to meet enterprise requirements quickly and effectively.

The airline now has centralized, AI-powered visibility across thousands of policies and platforms through an AI-friendly experience that helps teams work 46% faster and stay aligned as they innovate the future.



Discover the transformative power of Narratize and unlock the unencumbered innovation potential of your own teams.

Schedule a demo today.



narratize.com